THE CHINOOK ADVANCE

Vol. 21 | Chinook, Alberta, Thursday, March 17th 1938 | No.

Mrs. H. F. Berry Celebrates 80th Birthday.

On Saturday evening, March 12th, a few of Mrs. Berry's neighbors gathered to surprise her, the occasion being her 80th birthday.

The evening was spent in playing dominos, that game being a favorite pass-time with Mr. and Mrs. Berry. She was presented with a lovely blooming plant by the ladies present and Mrs. C. W. Rideout, of Sardis, B. C, sent her a beautiful bouquet of cut flowers, and was also remembered by some members of her family who sent birthday cards with congratulations.

A very nice lunch was served at the close.

The question has been going around town 'Wha is love?' Well [illegible] ome authorities love is like a cigar, the more it burns the more it ashes, and marriage (from the same source) is the a[illegible]

Mr and Mrs Marvin Seeger and two liltle sons, left last week for London, Ontario, where the former will work on a fruit farm.

• • •

Ladies' Card Club Held Farewell Party

The Ladies' Card Club held a farewell party in honor of Mrs. J. C. Turple, at Mrs. W. S. Lee's home.

Mrs. Turple was presented with a dainty vanity set with the best wishes of the club.

Mrs. Robinson and Mrs Morrell shared the card prizes.

After a dainty lunch was served, Mrs. Turple rendered rendered several piano solos

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FAREWELL PARTY HELD

A farewell surprise party was held on Friday evening, March 11th, at the Chinook Hotel, in honor of Miss Joan Bayley, who leaves shortly for for Chicago where she will take a course in marcelling and etc.

The evening was spent in dancing.

A dainty lunch was served at the close.

Round About Town

There's an old familiar saying "Hitch your wagon to a star." Theres a certain young man in this district who has hitched his heart to one and seems to be making very good progress. Good luck to you

• • •

Still talking about sayings, theres one—"The way to a man's heart is through his stomach." One certain young farmer's heart is being won in that way by a young lady who well understands the art of cooking Good luck to you also.

• • •

"April showers bring May flowers" but March fogs also seemed to bring flowers. At least, the local delivery man was seen delivering some at a certain young lady's door.

• • •

We all wonder who the guy is who removed his glasses to defend his dog. Nuff said!!

• • •

Attention gals! there are two new boys in town and they seemed to make quite a hit at the party Friday night. Their open nights are yesterday and to-morrow.

• • •

Our telephone operator looks rather lonesome these days. we don't blame you, but, cheer up! he'll be back.

• • •

There's a young man who will soon look and act lone some. Never mind "Absence makes the heart grow fonder" —(of some one else), Anyway girls, thats one more elegible young man in town.

• • •

We hear F. Morrell's rink all had to buy new hats after the final game in our open bonspeil. Three cheer's for you anyway.

• • •

Mr. C. R. Marco, who has been in charge of the C. N. R. Dam, west of town, for the past four months left for Calgary Friday.

• • •

Mr. and Mrs. Wilford Anderson and little daughter Shirley left for Rowley last Friday where they will in future reside.

• • •

Mr. C. W. Rideout was a Calgary business visitor on Friday.

• • •

Ray Petersen went to Delia last week, where he will obtain spring work.

• • •

Rudy Pfeiffer left last week for Innisfail, where he expects to work duringt he summer.

• • •

Miss Donalda MacLean left for Sibbald on Friday to visit with her parents for a few days.

GROCERIES

Kraft Sandwich Spread	12 oz.	.35c
Cut Mixed Peel	per tin	.18c
Australian Corned Beef	per tin	.18c
Tomatoe Juice	per tin	.08c
Pearl Laundry Soap	per cake	.05c
P & G Laundry Soap	per cake	.05c
Prunes 50-60 size	per lb.	.12c
Fresh Hamburger Steak	2 lbs for	.25c

HARDWARE

Harness Snaps - Buckles, Hame Straps, Leather Oils & Greases

BANNER HARDWARE AND GROCERIES

CLASSIFIED ADS

REAL ESTATE

Improved Farms For Sale. I have some goods Buys, in excellent districts.

The spring selling season is on.

Apply to,
Len Johnson
Box B
Alix, Alberta

LOST—1 Black Mare, star on forehead, Bay Foal at side.
1 Dark Roan Mare, Sorrel Foal at side. Both horses branded H ꟻ V on right thigh, Colts 9 months old.

Reward for information leading to their recovery.

O. D. Harrington
N. W. S. 6 T. 26 R. 8 W. 4th.
Chinook, Alta.

Millicent Man Gets Shot In Foot

Word was received here this week that Mr. W. Milligan, of Millicent, was shot in the foot while out shooting partridge. Mr. Milligan was, until last year, a Chinook resident.

RADIOS

1938 PHILCO RADIO

For as little as	.$34.95
1 Used Radio	.10.00
1 Used 2-volt Wet Battery	
770 EVEREADY "B" BATTERIES	$2.95
386 " "B" "	398
771 " "C" "	.45

Radios, Aerials, Tubes, Batteries, Clips in stock.

COOLEY BROS.

Radio Head Quarters

Chinook, Alta. Phone 10

Bring In Your
HIDES and FURS
Highest Market Prices
Also Watch and Clock Repairs
Our latest Wallpaper Samples have arrived.
Call in and see them

W. J. Gallaugher

1st Door North of Hotel

CALGARY SPRING STOCK SHOW

MARCH 29th to APRIL 2nd

SINGLE FARE for ROUND TRIP
(MINIMUM FARE 25c)
From all Stations in Alberta

On Sale
March 27th to April 1st
and on April 2nd for trains arriving not later than 2 p.m.

RETURN LIMIT APRIL 4th

Information from Local Agent

W38 157

CANADIAN NATIONAL

DRIED or Pickled Canadian Fish is one of the most nourishing and economical foods that money can buy. It is rich in proteins, and in the mineral elements that build good health.

No matter where you live, your dealer can secure Dried or Pickled Canadian Fish for you. You can choose from such dried fish as cod, pollock, haddock, hake, and cusk, and from such pickled fish as herring, mackerel, and alewives . . . every one of which can be served in a variety of tasty recipes.

Serve dried or pickled Canadian Fish to your family often. It makes a welcome change at meal-times . . . and you will find it very economical.

DEPARTMENT OF FISHERIES,
OTTAWA.

Ladies! WRITE FOR FREE BOOKLET

Department of Fisheries,
Ottawa.
Please send me your free 52-page Booklet "Any Day a Fish Day", containing 100 delightful and economical Fish Recipes.

Name.................................

Address..............................

.... WD-4

ANY DAY A FISH DAY

735

The Value Of Advertising

Advertising has been from time to time, and still is occasionally, the target for indictments and charges levelled at it, usually with little or no foundation for the allegations, and generally launched by the type of person who is prone to erect a straw man for the pleasure of knocking it down or by those who have no knowledge of the subject.

One of the allegations heard against advertising is that it is misleading and sometimes downright untruthful. This is the harshest kind of criticism, and it can be admitted that occasionally some advertising falls within this category, but it is rare and for obvious reasons. In the first place this class of advertising is as detrimental to the interests of the advertiser as it is to the purchaser and as a result it defeats its own object, for instead of creating business it speedily destroys it and that is the last thing that legitimate business wants. In the second place, no reputable advertising medium—be it daily or weekly press, magazine or radio will knowingly accept false advertising, because in so doing it destroys its own value as a medium. Without taking the question of ethics into consideration at all, it is an economic hazard which few advertising media are willing to accept for the sake of temporary, paltry gain.

Thus, it may be taken for granted, that the great bulk of advertising which comes within the ken of the average consumer is truthful and does not misrepresent the commodities or services which it desires to sell, and that the more regular frequency with which advertising appears, the more unimpeachable are the statements which such advertising makes about the product it offers. Further, the more reputable the medium, the less is the likelihood that it will offend in this regard. With reputable media, and particularly is this true of the weekly newspaper, accuracy and fairness of the advertising it carries is regarded as important as the accuracy and fairness of the statements made in its other departments.

* * * *

Far From The Truth

One of the commonly heard charges against advertising is that it increases the costs of commodities to the purchasers, and particularly is this allegation levelled against national advertising. References are sometimes made to the substantial appropriations set aside by manufacturers or distributors of commodities sold on large scale over a great area as an argument that such expense increases the cost to the consumer.

Nothing is farther from the truth than such statements. On the contrary experience has shown that large scale advertising, provided it is judiciously placed so that it will be drawn to the attention of the market, or the potential market in attractive and compelling form has exactly the opposite effect.

Truthful advertising, properly placed and distributed on a scale commensurate with potential sales, has had in the past and will in the future, the effect of reducing the cost to the consumer; because increased demand invariably brings the opportunity for massed production and this, in its turn enables costs to be scaled down and concurrent with that, affords opportunity to improve the product or the service as the case may be. It is axiomatic in industry that the greater the sales, the less the cost of production, and volume of sales is promoted by wise advertising.

* * * *

Plenty Of Authority

There is much authority for the truth of this assertion. One has only to look around for overwhelming examples—the automobile industry for instance. The principle is recognized by no less an authority than the Encyclopedia Britannica which, as was pointed out recently by an advertising expert addressing a service club in one of the western cities, gives the following as three effects of advertising: "(1) Lowers cost of production because of increased volume; (2) Decreases cost of selling; (3) Lowers price to consumer, thereby raising the standard of living."

"One severe critic of advertising", said this same speaker, "was asked to estimate the proportionate amount of money spent to advertise a well-known breakfast food that retailed at 15 cents a package. He gave what he considered to be a conservative estimate of two cents a package. Actually it worked out at three tenths of one cent per package. Little as that is, however, even that does not represent an additional cost to the consumer."

* * * *

A Guarantee Of Quality

Not only is a substantial advertising program a step towards reduction of price of the product, but it is also a guarantee of the quality, for no manufacturer is going to expend a substantial sum in advertising his product unless he has the expectation that in so doing he will induce customers to buy again and he cannot get the good-will necessary for repeat orders unless he gives good value for the money.

So that generally speaking it can be stated that advertising is beneficial all round. It benefits the vendor of good commodities for it enables him to increase his volume of sales; it benefits the medium through which the advertising is disseminated in production of revenues and above all, it benefits the consumer by reducing the costs of commodities and widening the standard of living.

Take Your Choice

"What shall we name the baby?" asked the Brooklyn Public Library, which announced it has 560,000 names on file for just such an emergency. Examples are Cello, Earline, Hominous, Glamoureen, Nervertia, Shulamith, Zipperath, and Flimptz.

Trans-Atlantic airplane flights in six hours are visioned. Just time enough for tea and a glance at the sea.

Taste Was Inherited

"Your daughter has a fine touch, Mrs. Murphy," remarked a friend, listening to Miss Murphy playing the piano.

"Yis, so they be tellin' me," replied Mrs. Murphy, "an shure, 'tis no wonder, for she loves the pianny and niver tires of it; she has a great tasthe for moosic, but thin that's only natural, for her gran'father had his skull broke wid a cornet at a timperance picnic."

For Real Economy - Better Flavour
PURITY FLOUR
Best for all your Baking
PF337

FLIN FLON

"The Story of Its Finding and Position To-day"

By PRATT KUHN

While at Island Falls I found that Jeff Home-Hav was coming back to go up to Rocky Falls on Reindeer Lake, another 60 miles away, so I went there, as men and supplies were being flown in from Island Falls to erect cribbing baffle dams restraining the water from Reindeer Lake (which is a mere 175 miles long, 40 miles wide, but averaging five miles, and in some places 800 feet deep and an area of 2,300 square miles) from rushing down Reindeer River into the Churchill and thus to the power plant at Island Falls.

About 40 men were on the job, just starting. They and their machinery and supplies had all been flown in and the engineer in charge was O. L. Flanigan of Toronto for the Fraser Brace Co.

Here I met the famous flying trapper of the early days, Del Simons, who now lives at Island Falls with his family. He is in charge of cruising and is a magnificent man of 200 odd pounds and about six feet tall.

Six miles from Rocky Falls there's still a Hudson Bay Post on an island, and fur trading is carried on with the Indians and trappers.

I was told there's a flyer named Turnbull from Flin Flon, who is commercially fishing this lake and he takes out whitefish four to 15 pounds, trout up to 40 pounds, pickerel, grayling, herring and sturgeon. Reindeer Lake, by the way, is the natural water route from The Pas.

* * *

I joshed the cook because I told him that all he had to do now was heat water for tea or coffee and wash up. This is literally true, because here's the food brands I found in his supply tent, and they're all of the best too:

Clark's Pork and Beans
Heinz Baked Beans
Campbell's Tomato, Vegetable Soups
Shamrock Pure Pork Sausage
Grade A Eggs
Libby's Dill Pickles
Raymore Mixed Pickles (Wpg.)
Aylmer Golden Waxed Beans
Burn's Bakeasy Shortening
Security Creamery Butter
Maxwell House Coffee
Blue Ribbon Tea
Fry's Cocoa
Pacific Evaporated Irradiated Milk
Klim
Nabob Spices
Dr. Jackson's Roman Meal
Shredded Wheat
Grape Nuts
Kellog's Corn Flakes
Minute Tapioca
Aunt Jemina Pancake Flour
Aylmer Bartlett Pears
Del Monte Prunes
Quick Quaker Oats
Robin Hood Flour
Robin Hood Yellow Corn Meal
Magic Baking Powder
Cow Brand Soda
Goderich Iodized Salt
B.C. (Rogers) Sugar
Keen's Mustard
Bread from Flin Flon Bakery.

Not Natural Allies

Partnership Between Italy And Germany Anything But Secure

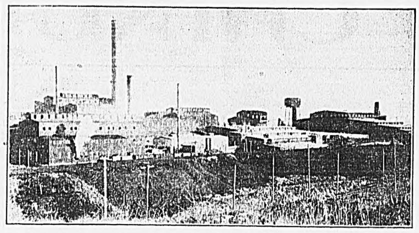
It has long been evident that the chief importance of the "Rome-Berlin axis" was its nuisance value. The two nations at the opposite ends of that axis are not natural allies. To be sure, both are dictatorships. Both are Fascist States, though their Fascism is of a different vintage. And both are dissatisfied with the Treaty of Versailles. On these common traits and this mutual resentment they based their partnership. But it is a partnership which has never concealed the fact that what Italy fears most of everything (and with good reason) is a powerful Germany reaching down through Austria to the Brenner Pass, and that what Germany wants most of everything (and plainly intends to have, if she can get it) is an expansion to the east and south which Italy is bound to resist because of her own ambitions and pretensions in that quarter of the world. The partnership, therefore, is the uneasy partnership of two colleagues who suspect each other's motives. Yet so long as the partnership is kept alive, so long as the two nations maintain an appearance of solidarity, so long as the rest of Europe fears that their armed forces may one day be used together, the "Rome-Berlin axis" has an importance in European diplomacy which far exceeds the measure of its real inherent tensile strength. —New York Times.

Many Varieties Of Plants

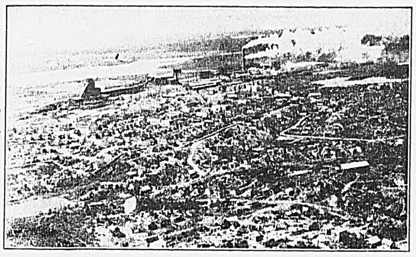
A recent census taken in Boston showed that Harvard University's Arnold Arborteum, one of the biggest botanical gardens in the world, now has 6,560 varieties of living plants under cultivation. A magnet for townsfolk and tourists, the Arboretum has been visited by as many as 40,000 persons in a day.

The rim of the balance wheel in a watch travels as much as 10 miles a day.

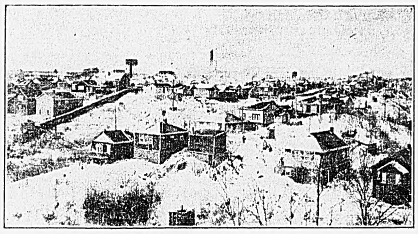
Trouble is a lot of fun and fun is a lot of trouble. 2246



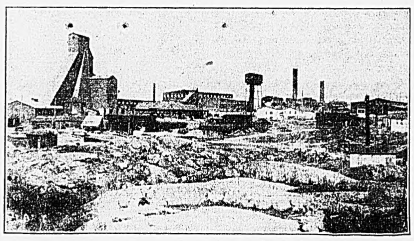
From the town of Flin Flon, Manitoba, the Flin Flon mine plant looks like this in 1937.



Flin Flon mine plant and town taken from an airplane, 1937. Compare this with original camp views.



How do you like the paved streets? This is a winter scene in the Callinan Hill section of Flin Flon, Manitoba.



Another view of the Hudson Bay Mining and Smelting Co., Ltd., plant at Flin Flon mine in Manitoba.

Operation Was Success

Boy Is Able To See With Eye Which Was Grafted

Frank Chabina got up "real early" because he had a lot of "lookin' around" to do with his new left eye —the eye given to him by a farmer.

The 19-year-old Louisiana farm boy's new eye registers the mass and shadow of objects seen at a distance, usch as skyscrapers. His right eye is "100 per cent."

"In three or four months the new one will be three-fourths okay," he said.

Frank owes the fact that he can see at all with the left eye to John Wesley Amos, 68-year-old tenant farmer of St. Joseph, La., to whom it used to belong. Amos gave up his eye that his young friend might see. The grafting operation, said to be the first of its kind, was performed by Dr. George Hart in Charity Hospital, New Orleans, last Dec. 8.

A Real Old Timer

Seven employees of the Lincoln, Nebraska, Journal have been with that newspaper for a total of 398 years. What other printing or publishing plant in the country can put up seven men with an equal record? The man working the shortest length of time was on the job for 50 years, but the real old timer is credited with 64 years.

Morning glories wind against the sun, from left to right; hop vines with the sun, from right to left.

Furniture Is Different

Former English Acrobat Made It Entirely Of Stamps

All the articles in the living room of Albert Schafer, former circus acrobat of Ramsgate, England, are made of stamps, Schafer having just completed his task. Furniture, pictures and everything else in the room are composed of stamps. When his ring days ended Schafer became a philatelist. He spent 33 years in making his unique furniture.

New Australian Coins

First of a new series of Australian coins the mint is turning out £20,000 ($80,000) worth of of threepennies, the uncrowned head of the king on one side and three wheat ears on the other.

An acre of trees can evaporate 1,500 tons of water in a season.

FREE CHART
RAYMAR, Canada's Foremost Adviser on human problems, will send a Character and Personality Chart free to anyone who writes him. This amazing free offer is made merely to advertise
MASON'S 49 COLD REMEDY
and is available for a limited time only. Write today, enclosing a self-addressed, stamped envelope and your birth-date. Address—Raymar,
MASON REMEDIES LIMITED
18 McCAUL ST. - TORONTO, CANADA

PARA-SANI
Heavy WAXED PAPER
APPLEFORD WAREHOUSES AT
WINNIPEG - REGINA - SASKATOON - CALGARY - EDMONTON

AVOID NEEDLESS CHANCES
PROVED WAY TO TREAT COLDS
Doubly proved—in world's largest colds-clinic, and by everyday use in more homes than any other medication of its kind. No "dosing." Just massage VapoRub on throat, chest, and back at bedtime. Relief begins almost at once. And long after sleep comes, VapoRub keeps right on working. Its poultice-and-vapor action loosens phlegm, relieves irritation and coughing, helps break local congestion. Often, by morning the worst of the cold is over.
VICKS VAPORUB

Ultra-Violet Light

Purifies The Air And Prevents A Person From Catching Cold

A new lamp whose beams protect a person against catching the other fellow's cold was announced at a meeting of the American Institute, New York's oldest scientific society.

The first installation is at the teller's window of the Lafayette Bank and Trust Company at Suffern, N.Y. It was described as the culmination of 10 years' search for a form of ultra-violet light to purify air and all that man touches, without hurting his eyes.

In the bank window the beams form a curtain of bluish light falling from a long-horizontal overhead tube of mercury vapor. The curtain lies between teller and customer. Breaths are instantly sterilized. The light kills bacteria in less than a second.

The rays also kill germs on the upper surfaces of hands passing money through the window. They even kill the germs on the exposed side of the money.

This kill of the germs carried by touch is, for most of the infectious diseases, more important than sterilizing the air. The new light has been in the Suffern bank a month. In that time, officials said, no irritation of eyes has been noticed.

Deryl Hart, M.D., surgeon-in-chief of Duke hospital, Durham, N.C., said the beams completely free the air of germs around a patient on the operating table.

Shillings are in constant demand in England. There are 1,090,000 coin gas meters in greater London alone, and these may hold as many as 30 shillings each before they are emptied once every two months.

The number of convicts in England decreased from 50 000 to 6,000 during the reign of Queen Victoria.

Canned cheese is now included in United States army provision.

for COLDS
Head Colds: Heat Minard's and inhale it. Chest Colds and Sore Throat: Heat, then rub well into affected parts.
31
Real relief . . . quickly!
MINARD'S "KING OF PAIN" LINIMENT

STOP Scratching
RELIEVE ITCHING In A Minute
Even the most stubborn itching of eczema, blotches, pimples, athlete's foot, rashes and other skin eruptions, quickly yields to Dr. Dennis' cooling, antiseptic, liquid D. D. D. PRESCRIPTION. Its gentle oils soothe the irritated skin. Clear, greaseless and stainless—dries fast. Stops the most intense itching instantly. A 35c trial bottle, at drug stores, proves it—or money back. Ask for D. D. D. PRESCRIPTION. 29

PATENTS
AN OFFER TO EVERY INVENTOR. List of Inventions and full information sent free. THE RAMSAY COMPANY, Registered Patent Attorneys, 273 Bank Street, Ottawa, Canada.

2 Steps in Fighting Discomfort of COLDS

No family need neglect even minor head colds.

Here is what to do: Take two "Aspirin" tablets when you feel a cold coming on—with a full glass of water. Then repeat, if necessary, according to directions in each package. Relief comes rapidly.

The "Aspirin" method of relief is the way many doctors now approve. You take "Aspirin" for relief—then if you are not improved promptly, you call the family doctor.

● "Aspirin" tablets are made in Canada. "Aspirin" is the registered trade-mark of the Bayer Company, Limited, of Windsor, Ontario. Look for the name Bayer in the form of a cross on every tablet.

Demand and Get "ASPIRIN"

MADE IN CANADA

WHAT HO!

—By—

RICHARD CONNELL

By Arrangement With Thomas Allen, Publisher, Toronto.

CHAPTER VII.—Continued

"Oh, dear, oh, dear," said the earl, with a stricken look, "I believe I did mention a few things to old Bumpty Beddingdon in the club. Completely forgot they call him 'the Wireless Duke' because telling him anything is equivalent to broadcasting it. I'm truly most extraordinarily sorry, Ernest."

"Oh, it doesn't matter," said Ernest, and the thought that the circulation of London papers in rural Iowa is infinitesimal comforted him.

Crump announced that Captain Duff-Cooper was calling. The captain sauntered in, looking very smart and superior in his dinner suit. He greeted Rosa and the earl cordially, but his nod to Ernest was right out of the refrigerator.

"Dribble of coffee, Esme?" asked the earl.

"No, thanks."

"Scotch and splash, then?"

"Righto. Thanks."

"Ernest," said the earl, "has very kindly consented to allow the Hunt Ball to be held here."

"Decent of him," said the captain.

"Esme will mount you," said the earl to Ernest.

"Mount me?"

"Don't look so alarmed, my boy," said the earl. "I use the term in the hunting, not the taxidermy sense."

"You'll find Fin McCool a headstrong brute, Bingley," said the captain. "I had him out to-day. He's deuced erratic at taking walls, though not half bad at hedges and brooks. But he has lots of life and fire in him, and you'll enjoy riding him, I know."

Captain Duff-Hooper's chiseled features were not a field on which emotions played; but Ernest thought he detected in the captain's eye a glint which could only be described as malicious.

"Thank you, Captain," Ernest said. "But I think I won't go fox-hunting. I have no shot-gun."

Emotion did visit the face of Duff-Hooper then. Shock and horror showed there. The man who awoke to find tarantulas nesting in his beard was not more appalled than the captain at that moment.

"Come now, Ernest," said the earl, "You must not spoof Esme about fox-hunting. It's his religion, you know."

"I do hope you'll be with us on the hunt, Ernest," Rosa said.

"Are you hunting, Rosa?" he asked.

"Of course."

"Girl hasn't missed a meet since she was nine," said the earl. "And I've missed only three or four in forty years. One of them was three years ago when poor Gerald Mumford broke his neck at Lester's Wall; and last year I was laid up with a cracked collar-bone I got at the same spot."

"I think I won't hunt this year," said Ernest. "Next year perhaps."

"Ah, too bad," said the captain's lips; but his eyes said "I thought so."

"Sorry I must stay on the sidelines," said Ernest. "But I've no proper riding clothes with me, you know."

Crump, who had come in to clear away the coffee cups, spoke up.

"Beg pardon, Mr. Bingley," the butler said, "but may I offer a suggestion?"

"Do, Crump."

"It so happens," said Crump, "that various gentlemen have presented me with articles of wearing apparel. I've quite a collection, sir, including some pink coats, boots and so on, which I personally, do not wear. Would you mind standing up, sir?"

Ernest stood up, loathing the helpful Crump. The butler ran an appraising eye over Ernest's shape and dimensions.

"I think I've just the thing," Crump said. "You and Lord Chidestear are about of a size.

"Thank you, Crump," said Ernest, "but I feel sure his lordship would object to my wearing his clothes."

"Oh, no, sir. Not he," said Crump. "He'll never need them. He'll never hunt again, poor young gentleman. Since his mishap at Lester's Wall he has been confined in a sanitarium, sir."

"Tricky jump that," said Captain Duff-Hooper. "Why, I almost came a cropper there myself to-day. Fin McCool refused."

Ernest Bingley felt a strong desire to follow Fin McCool s example; but the look in the captain's eyes touched the same spring that men like the captain had touched in Ernest's revolutionary war ancestors.

"Please bring the clothes to my room tomorrow, Crump," said Ernest.

"Very good, sir."

"I hope they fit," said Lady Rosa.

"I hope so, too," said Ernest, and the angels chalked up a lie against him.

"Fin McCool will be ready for you, Bingley," said the captain.

"And I'll be ready for Fin McCool," said Ernest.

After all, he thought, luck had been with him so far. He would trust once more to that capricious goddess. A fortnight is two weeks, and surely, he thought, in fourteen days he could invent a plausible alibi.

"As it's to olate to go to a cinema, I shall go to bed," the earl said. And off he went.

Captain Duff-Hooper looked meaningly at Ernest, but Ernest did not take the hint. After a desultory conversation, enjoyed by none of the trio, the captain departed, cracking his knuckles as he went.

"I'm glad you're hunting with us, Ernest," Rosa said. "A respect for good horsemanship has been bred in me. I don't think I could ever be much interested in a man who didn't like horses and riding."

"I love horses," Ernest said. "Crazy about them."

"I m so glad.'

"Why?"

"Suppose you go up to your room, get a paper and pencil, and try to figure out the answer," Rosa said.

She had said good night and was gone before Ernest could rally from the impact of her words.

"Golly!" he said, "Golly! Can she mean—oh, shucks, of course she can't. I guess I've really gone cuckoo, imaging things like that. But the way she looked at me just now! Golly!"

He went up to bed and stumbled over only two objects on the way there.

CHAPTER VIII.

Fourteen days are a long time when you are in jail, and a short time when you are in love.

They zipped by Ernest Bingley like motorcycle racers on a half-mile track. Sometimes, in those analytical moments which come to a man just before he falls asleep, or those depressed moments which come just after he wakes up, Ernest felt that he was living in a fool s paradise. He was certain about the paradise part of it, in any event, as he explored the charms of the English countryside, often with Lady Rosa as his guide and companion, or investigated the castle, his castle, stone by stone. The whole world, he said to himself, is a fool's paradise, and the real fool is the one who does not enjoy it while he can. So, pursuing this opportunist philosophy, he snapped his fingers at the future, squelched upstart worries about Fin McCool, the danger of exposure, Lester's Wall, his finances, the ogre Punder, and the other thorns on his rose.

He was in an exalted frame of mind as he set out for a walk on a golden, sparkling morning. Behind him loomed Bingley Castle, to-day a seething cauldron, for it was the day before the hunt, and guests, servants, and an avalanche of luggage had begun to pour into the historic pile. Haughty, hooded horses were arriving in vans, and the stable-yard swarmed with bow-legged grooms in stocks and gaiters, talking knowingly of matters equine.

It was not pleasure alone, nor the need of exercise that sent Ernest at a steady pace over hill and dale for a good four miles. He had a purpose, a mission.

On a previous ramble he had spied a fox entering its den in a copse not far from that ill-omened barrier, Lester's Wall. Ernest, hidden behind a bush, had watched the goings and comings of the graceful creature for an hour. His goal now was this lair, and his intention was to warn the fox to stay at home on the morrow, or, since there seemed to be no feasible way of conveying to the doomed animal the tip that some seventy hounds and humans were going to gang up on it, Ernest hoped he could scare it and cause it to flee to some safe and distant spot.

He reached Lesters Wall, which, or so it seemed to him, was notched like a desperado's gun, with a hoof-nick for each hunter who had come to grief attempting to jump it. He counted sixteen sinister nicks, and shuddered with each nick. The prospect that he might shortly find himself charging full tilt at it on the contumacious Fin McCool added nothing to his peace of mind. Then and there he resolved that he was not going to be the maker of the seventeenth nick.

The ancient problem: what would you do if you had a lion by the tail, hang on or let go, seemed kindergarten stuff to Ernest as he surveyed his own situation. To refuse to ride meant being branded as a saffron quitter. He did not care what Captain Duff-Hooper might think of him, but what Rosa Bingley might think of him seemed to Ernest the most important thing in the world. If he didn't ride he risked a broken heart, if he did ride he risk a broken neck.

He had considered a dozen schemes for extricating himself from his onerous predicament but they all seemed as full of holes as a tennis-net. An astigmatic one-eyed moron could see through the ruse of being called to London on urgent business, he reflected. Besides it meant leaving his dearly-bought paradise for two days. He decided that, as a last resort, he could plead a sudden attack of illness, some mysterious American ailment like delayed seasickness, and, artist that he was, he planned to eat a caterpillar or two so that his malingering would not lack in verisimilitude.

(To Be Continued)

People on the Pacific coast are at last getting an answer to that old question, "Where do the salmon go?" It seems that they go into a floating Japanese salmon cannery.

A corn-husking machine can husk over 70 bushels an hour, which is way ahead of the record of champion huskers.

HEALTHY CHILDREN are Happy CHILDREN

CHILDREN of all ages thrive on "CROWN BRAND" CORN SYRUP. They never tire of its delicious flavor and it really is so good for them—so give the children "CROWN BRAND" every day.

Leading physicians pronounce "CROWN BRAND" CORN SYRUP a most satisfactory carbohydrate to use as a milk modifier in the feeding of tiny infants and as an energy producing food for growing children.

THE FAMOUS ENERGY FOOD

EDWARDSBURG CROWN BRAND CORN SYRUP

C2

The CANADA STARCH COMPANY Limited

Something Really New

Girl In Montreal Received Fried Egg For Valentine

Love has many languages. There is the language of the sweet nothings, of coos and kisses and baby talk. There is the language of the eyes. Crooners on the radio and in the movies murmur for lovers in still another tongue. There is the old-fashioned language of flowers, each bloom carrying its message, and the language of postage stamps—if the stamp is stuck upside down on the envelope it means one thing—kitty cornered, something else, and so on.

Queerest of all love languages is the one which came to light on St. Valentine's Day, when a swain in a New England town wanted to send an affectionate greeting to his sweetheart in Montreal. It is the language of the egg.

This original lover sent a money-order to the Canadian National Telegraphs to cover the cost of a telegram and the delivery of one fried egg.

It seemed mad to the telegraph people, but they are used to handling strange communications and they were not to be stumped. The egg was bought, a restaurant fried it and the telegraph messenger started out with his precious message. He pedalled his bicycle as rapidly as his fearfulness would allow, balancing the egg in one hand, and delivered it unbroken and sunny-side up.

What its significance was, no one knew but the delighted girl who received the valentine and the lover who sent it.

New Piano Invention

Musician Can Play Scale Of Octaves With One Hand

Appearing with the Toronto symphony orchestra, Miss Winifred Christie, Scottish pianist, played a new type of piano with two keyboards, an invention of Emanuel Moor, on which two octaves can be played with one hand. Moor's piano, fitted with a coupling pedal, is capable of several other easements for the fingers of the pianist, Miss Christie said. For example, she pressed the coupling pedal joining the upper keyboard to the lower, and instead of a scale of single notes played with her right hand, by striking single keys she produced a scale of octaves.

Mrs. de Gass: I was outspoken in my sentiments at the club to-day.

Mr. de Gass (with look of astonishment): I can't believe it, my dear. Who outspoke you?

A Profitable Industry

New Brunswick Has Largest Fox Ranch In British Empire

In 25 years the fox breeding industry has transformed the Westmorland County community of Sallsbury, New Brunswick, from a drab hamlet into a bustling village where per capita wealth is greater perhaps than in any other rural part of New Brunswick.

The 25-mile radius around Moncton, a district including Salisbury, is said to contain more foxes than any other area of similar size in the world. In this district is the largest fox ranch in the British Empire, that of F. M. Colpitts, M.L.A., who pelts from 3,000 to 4,000 silver black each year.

Years ago a good silver black fox pelt sold for $2,500. Business girls could only dream of owning a silver fox neckpiece. Now they can buy one. Wealthy women who used to have fox scarves now have full-length wraps made from matched pelts.

Ranchers who once produced only a few pelts have so multiplied production that a silver black scarf is no longer a luxury worth its weight in gold. Instead it is within the scope of the average woman's pocketbook, although no less beautiful than before.

The industry has settled down to a steady basis. Prices remain much the same from year to year and offer good profits to efficient ranchers who have enough stock to carry their overhead. These breeders earned profits during the depression.

The Colpitt's ranch has its own private factory where biscuits are manufactured for the animals. Rabbits for feed are bought in carload lots. Scientific feeding and handling have supplanted hit-or-miss method of 20 years ago when a man paid a small fortune for a pair of breeders and either went broke or became wealthy.

Canada's Major Oil Field

British Empire Has A New Source Of Oil In The Turner Valley

Canada's Major Oil Field was the subject of an illustrated lecture by Dr. G. S. Hume of the Geological Survey, Department of Mines and Resources, to an audience at the National Museum at Ottawa.

Dr. Hume said oil was one of our vital resources, as it was used to turn the wheels of the world. The British Empire had a new oil field in Turner Valley, Alberta. After 23 years of exploratory drilling with much production of natural gas and naphtha, crude oil was produced in June, 1936, when the Turner Valley Royalites well was drilled. The new well had an initial flow of 850 barrels a day. This encouraged additional drilling, with the result that Turner Valley has now a potential production per day of 30,000 barrels of high grade oil, particularly suited for the making of gasoline.

At the conclusion of the lecture, the film, "Canada's Major Oil Field," was shown. This film was taken by Dr. Hume last summer, and shows the various steps in the locating, drilling and production of oil in Turner Valley.

First Grade Fir Timber

B.C. Supply Will Soon Be Exhausted State Forestry Officials

Every few days one or other of the up-island ports reports the departure of a deep-sea freighter loaded with our best fir logs, going out of the country as unmanufactured timber to supply raw material for mills and labor in foreign countries. This export is at the expense of our own industry and labor. It is proceeding while our forestry officials are warning that we have only a dozen years' supply of first-grade fir timber left. —Victoria Daily Times.

Allspice is the dried, unripe fruit of the pimento tree.

LISTEN... on Friday Night "CANADA-1938" IMPERIAL TOBACCO'S INSPIRING PROGRAM

EVERY FRIDAY NIGHT On a National Coast to Coast Network

Another Wonderful Cave

Accidentally Discovered In New Mexico By Sheep Rancher

Discovery of a magnificent limestone cavern, with one vaulted chamber more than three miles long, has been reported at Carlsbad, New Mexico.

The great cave, said R. P. Burnet, curator of the Carlsbad Museum, rivals in beauty the famed Carlsbad Cavern near by and may be the largest in the world.

Carlsbad Cavern and another near Mexico City now vie for the title of the world's biggest "hole in the ground." Neither has been explored thoroughly.

Mr. Burnet led a small party of explorers through the tiny, hidden entrance, deep in the Guadalupo Mountain, twelve miles south of Carlsbad Cavern.

They found themselves in an immense underground room 700 feet wide and with a ceiling so high it could not be seen, even by the aid of powerful flashlights.

The party pushed on for six hours, covering an estimated three miles. Only when the chamber made a sharp curve did they turn back, fearing that they might become lost in the labyrinth.

Huge, snow-white stalagmites, larger even than the 100-foot monoliths of Carlsbad Cavern, dotted the floor. Ancient Indian pottery and the bones of deer gave evidence that the cave once had been used for human occupancy.

Tom Tucker, a sheep rancher, stumbled onto the cave's entrance, 700 feet up the steep side of a mountain and concealed by a jutting rock.

Bridge Builder

Man Who Originated Vertical Lift Bridge Dies In New York

Dr. John Alexander Low Waddel, 84, engineering authority credited with originating the modern vertical lift bridge, died in his New York apartment after a short illness. He was born at Port Hope, Ont.

Dr. Waddell designed and constructed more than 70 lift bridges in this country and abroad. He was decorated by the Chinese, Italian, Japanese and Russian governments.

Need Building-Up?

WHEN you feel out-of-sorts, when you've no appetite, or stomach gives trouble, with gas or acid indigestion, why not try Dr. Pierce's Golden Medical Discovery. Read what Mrs. Chas. Manning, 149 Welland Ave., St. Catharines, Ont., said: "Some time ago I was very pale and thin, and I felt tired and worn-out most of the time. I never cared to eat and sleep didn't seem to refresh me. I decided to try Dr. Pierce's Golden Medical Discovery and my appetite was much better, I gained weight and strength, had more color in my cheeks and felt perfectly fine in every respect." Sold by druggists. New size, tablets 50c, liquid $1 and $1.35.

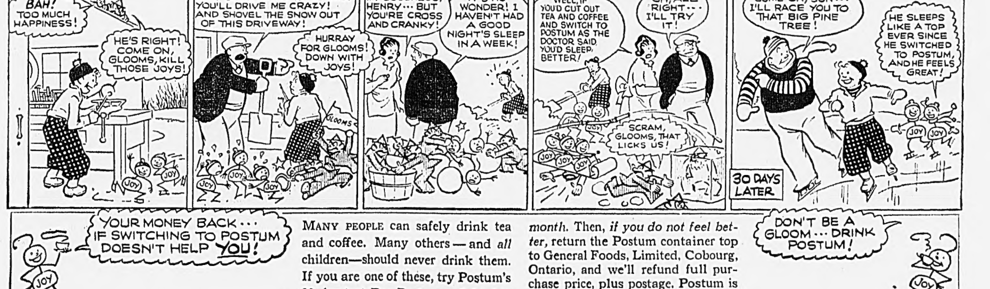
"I had to fire an old employee today. I felt sorry—but sentiment has no place in your business."

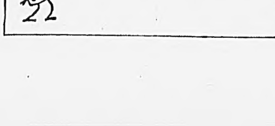
"What is your business, may I ask?"

"Oh, I manufacture all sorts of holiday and greeting cards."

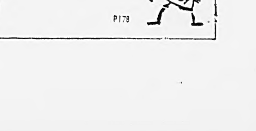
The Japanese oban is the largest coin in the world. It measures five inches across and weighs about four ounces.

2246





MANY PEOPLE can safely drink tea and coffee. Many others—and *all* children—should never drink them. If you are one of these, try Postum's 30-day test. Buy Postum and drink it instead of tea and coffee for *one month*. Then, *if you do not feel better*, return the Postum container top to General Foods, Limited, Cobourg, Ontario, and we'll refund full purchase price, plus postage. Postum is delicious, economical, easy to prepare, and contains no caffeine.



P178

Chinook Beauty Shoppe

Marcel..............50 cts
Reset..............25 cts
Finger wave........25 cts
" (dried)....35 cts.
Shampoo..............25 cts

Mrs. W. Gallaugher Prop.

See E. Robinson
For
DRAYING
Or
TRUCKING
Any Kind
Satisfaction
Guaranteed

RESTAURANT and ROOMS
Meals at all hours
All Kinds of Meat For Sale
All Kinds Tobacco and Cigarettes
Confectionary and Soft Drinks
MAH BROS.

Thatcher and Coronation Wheats

In view of the near approach of seeding it is desirabl for the farmers' information to enable them to make the necessary arrangements for their seed requirements, that a preliminary statement with regard to the results of the experimental shipments of commercial grain of the Thatcher and Coronation varieties of wheat to the United Kingdom, should be made,

Information received so far would indicate that the grading of Thatcher wheat as No, One Manitoba Northern has been confirmed provided it otherwise qualifies in other words, Thatcher wheat will be recognized as being "equal to Marquis" in milling quality.

In regard to Coronation wheat the situation, how ever, is not so clear and while a final pronounce-

BARGAINS to the PACIFIC COAST
BLUE RIVER, McBRIDE AND WEST TO VANCOUVER, VICTORIA --- PRINCE RUPERT
TICKETS ON SALE DAILY MARCH 18th TO 26th
RETURN LIMIT 30 DAYS
Stopovers allowed Edmonton, Calgary and West.
Good in Coaches, also in Tourist and Standard Sleepers upon payment of regular berth fare.
TRAVEL IN COMFORT ON AIR-CONDITIONED TRAINS
Delicious Meals at Low Cost in the Dining Car.
Special Lunch Service to Tourist Cars and Coaches on The Continental Limited
FOR FURTHER PARTICULARS ENQUIRE ANY AGENT
CANADIAN NATIONAL

Mr. J. E. Cooley, of the Service Garage, who visited with his parents for the past three months at Inglewood, California, returned Sunday morning.

* * *

Mrs. Geo. Burrows, of Lan fine is visiting with her cousins Mrs. W. Gallangher and Freda Milligan this week.

The National Produced In Canada Association

Three words, "Is It British?" are given considerable credit for changing the buying habits of people in Great Britain during the "Buy British" campaign held five years ago as one result of which a noted American writer claimed the unemployment total reduced by 649,000 in three months after the scheme had been in force for one year. Spasmodic efforts have been made to introduce a similar campaign in Canada with the idea that Canada could reduce the number receiving unemployment relief and agricultural aid which, in 1938 amounted to 753,714 apart altogether from those receiving aid from private charity Eff rts are being made to resuscitate this plan in the Dominion in which event it is considered likely the three words, "Is It Canadian? will become a popular phrase in the mouths of the buying public,

The Gnu

The Gnu looks like the spare parts of a Buffalo and a pony and that might mean almost anything.

Gnus get excited about nothing at all. When in this state they rush to and fro, pursue one another in circles, paw the air, kick up their heels, and scour madly across the plains. Then they come back as if nothing had happened. They keep this up for 50 or 60 years. The Gnu is extremely curious. He will risk his life to find what is what The male Gnu can be distinguished from the female at a distance of half a mile because he is larger and darker, They have one at a time, Gnus eat on the bias and have rinderpest,

Western Seed Loans Now Before House

Ottawa (C. P.) —Government backing of bank Loans made to Alberta and Saskatchewan for the purchasd of seed grain and for "other assistance to farmers in connection with seeding operations during the spring of 1938', is being sought in a resolution notice of which Hon. C. A Dunning, finance minister, gives in today's house votes and proceedings.

The bill based on the resolution will guarantee to the chartered banks the principal and interest of the loans, In the case of Alberta, the loans will not exceed $1,900,000, and for Saskatchewan $13,500,000, according to the resolution.

Wife Finds Husband Dying In Snowdrift

Oyen (Special)—Robert Lewipioneer farmer and war veteran died suddenly following a heart attack while driving home alone from town yesterday, One of the first to enlist from Oyen, he leaves four small children, the eldest 7 years.

It is reported Mrs. Lewis, watching from the house, saw her husband unhitch the team of horses from the sleigh a short distance from the farmhouse. When she reached the place she found her husband lying in the snow, The horses were tied to the fence With the aid of two boys from the nearby school, Mrs. Lewis got her husband home, but he died before he could be taken to doctor.

The National Produced In Canada

Government figures have some human angles. It is estimated on the basis of official figures, that Canada's imports in the last year for which the figuras are available, represented, in dollar value, the equivalent wage bill for approximately 700,000 Canadians This last total almost matches the number (753,714) who received unemployment relief or agricultural aid in 1937. The National Produced in Canada Association which is studying this question points out that, after deducting a fair percentage for imports which are necessary for production in this country, there is still left a sizeable total which would equal the wage bill for a considerable proportion of the unemployed if Canadians stimulated demand for their own products by "Buying Canabian".

Curling

Curling is a gentleman's game perhaps the only one in which commercialism has made no inroads Cheating is unknown, although if you accidently nose your own rock closer to the button with the toe of your boot, or ease the other guy's out to the boards in the same manner, you are considered a successful curler.

Mr, and Mrs, Wilfred Anderson and baby, who have been visiting the home of the former's parents, Mr, and Mrs, Dan Anderson, left for Rowley Thursday morning.

EXPERIENCE

The consistant high quality of ALBERTA BEER is the result of EXPERIENCE. Every step . . . the choice of ingredients . . . processing, mellowing, maturing, and bottling is conducted under the supervision of experienced men;—men employed in a sincere, honest, painstaking effort to assure that full satisfying flavor found only in ALBERTA BEER.

the BREWING INDUSTRY of ALBERTA
"BEERS THAT ARE BEST'

This Advertisement is Not Inserted by the Alberta Liquor Control Board, or by the Government of the Province of Albert

Open Bonspiel At Chinook

The open bonspeil drew to a close on Saturday evening A large number of curling fans (over 50 from Cereal) witnessed the two final games,

F, Morrell's rink won first prize in the Grand Challenge by virtue of a 15-11 win over H, Waterhouse's rink from Cereal in a thrilling game on heavy ice. Down 5-10 on the ninth end the losers had a 6 ender but the locals finished strong to go home with a box of apples under arm The second prize was a fine tablecloth,

Personnel of the rinks are;
F. Morrell B. Yourell, J. Wilson, and Freda Milligan.
H, Waterhouse, A Waterhouse, H Jones and Art Hughes

L. Robinson's rink received third priz, a pound jar of coffee, and G Aitken's rink fourth, a sack of cereal. In the semi final F Morrell defeated the former in a do or die extra end game, while the latter lost to H. Waterhouse 14-11,

The Consolation event was won by G. Ellis of Cereal who triumphed over E. Spindler's rink from the same town in a hard fought 13 end game, the final score being 11-9. The winner received a 10 lb sack of sugar, the losers a five lb pail of honey,

Personnel of the rinks are;
G. Ellis, R Nicols, B Butler and J Machel.
M Sabaga, M. Peterson, E. Spindler and T. Donaldson

Third prize of a quart of motor oil went to E. Vanstone's rink and fourth prize of a tin or cat-sup was won by H. Haines' rink

Other results in this event were:

H. Haines 12 J Gingles 6
E Vanstone 12 W. Todd 7
G. Ellis 11 Len Cooley 8
E Spindler 10 W Gallaugher 7
E. Spindler 10 H, Haines 9
G Ellis 11 E. Vanstone 4

What did we tell you about those red flannels? We bet that some of those guys who were thinking about grey flannels sure changed their mind in a hurry, However, don't get excited, this spell won't last more than a month or two (you should always expect the best)

* * *

Let us Supply You With Your Printing Requirements
The Chinook Advance

Powder Snow In The Rockies

... in Europe, according to ... most enthusiastic visitors, ... compare with the Canadian Rockies for ski-ing. Record crowds of visiting winter sportsmen this season have found superlative snow conditions in the Banff and Lake Louise districts of the great mountain ranges in Western Canada. Owing to the altitude of this mile-high playground, the ski-ing will remain good until early summer.

The Canadian Rockies are experiencing a great increase in popularity. Special trains have brought large crowds of skiers regularly from Western Canada and United States to enjoy the fine powder snow surface on the long, sweeping slopes of Mount Norquay and Sunshine Lodge, and many parties have penetrated to the unsurpassed Skoki Valley and Mount Assiniboine districts. Other large parties have come from Toronto, Boston, New York and distant eastern centres.

Among their numbers have been celebrated skiers acquainted with the most famous ski-grounds of the world, all of whom have been impressed by the scenic grandeur, sense of exploration, and the perfect snow conditions.

The pictures above include typ scenes from Mount Assiniboine and Skoki Valley and action shots of expert skiers enjoying the deep powder snow,